

**APPROVED MINUTES
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
REGULAR MEETING**

**Monday, September 13, 2021, 3:30 P.M.
CITY HALL, 8th Floor Conference Room
100 North Andrews Avenue
Fort Lauderdale, FL 33301**

MEMBERS	September 2021 – August 2022				
	REGULAR MTGS		SPECIAL MTGS		
	Present	Absent	Present	Absent	
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Brigitte Bienvenu, Alternate	P	1	0	0	
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	1	0	0	
Ritz Carlton Hotel <u>Bosther Kusich</u> Cynthia Yalcindag, Alternate	P	1	0	0	
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	1	0	0	
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> (at 3:34 p.m.) Laurie Johnson, Alternate	P	1	0	0	
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Ken Elizondo, Alternate	P	1	0	0	
Bahia Mar Doubletree <u>Lisa Namour</u> Patricia Miracola, Alternate	P	1	0	0	
Sonesta Hotel <u>Michael Medeiros</u> JP LeBlanc, Alternate	P	1	0	0	

Staff

Tasha Cunningham, BID Manager
Sarah Spurlock, Nighttime Economy Manager
Cija Omengebar, CRA Planner/Liaison
Clarence Woods, Northwest CRA Manager
Arianne Glassman, Website Manager
Tamieka McGibbon, Senior Budget & Management Analyst
Crysta Parkinson, Prototype, Inc.

Guests

Ina Lee
Bryan Lilley, Presenter

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:30 p.m. by outgoing Chair MacDiarmid. It was noted that a quorum was present. Chair MacDiarmid read a statement outlining the purpose of the BID.

II. Nomination and Selection – Chair and Vice Chair Positions

Motion made by Chair MacDiarmid, seconded by Mr. Kusich, to nominate Anna MacDiarmid as Board Chair. In a voice vote, the **motion** passed unanimously.

Motion made by Chair MacDiarmid, seconded by Mr. Kusich, to nominate Michael Fleming as Board Vice Chair. In a voice vote, the **motion** passed unanimously.

III. Approval of Meeting Minutes

• Regular Meeting – August 9, 2021

Motion made by Mr. Fleming, seconded by Mr. Kusich, to approve the minutes of the August 9, 2021, Regular Meeting. In a voice vote, the **motion** passed unanimously.

IV. Post Event Presentation – Fort Lauderdale Air Show

Bryan Lilley, Manager, Lauderdale Air Show, LLC gave a post-event presentation on the May 2021 event. He stated the event featured the U.S. Navy Blue Angels. He stated a large number of people had attended in the BID area, and the Stay Safe and Separate Initiatives had been successful in allowing people to spread out and enjoy the event successfully. Mr. Lilley shared statistics from the show's website, including 270,213 total visits to the site.

Mr. Lilley reviewed the host hotel page traffic, which had 37,214 total visits and 15,361 unique visitors. He discussed efforts to market Fort Lauderdale as a destination as part

of a promotion regarding the six (6) locations where they host events. Continuing, Mr. Lilley shared virtual attendance information and stated viewers from all 50 states and 97 countries had virtually attended the show. He noted the event was now available on demand to continue to attract visitors to Fort Lauderdale. He stated the next event was scheduled for April 30 and May 1, 2022.

Chair MacDiarmid asked if there was information available on how many room nights were booked. Mr. Lilley stated that was more elusive to track, as the referrals were as far as the organizers could track without information from the hotels.

Chair MacDiarmid stated the hotels could provide that information if organizers reached out. Mr. Lilley added that in other locations, hotels had provided micro-sites for tracking purposes. He stated they had found the public did not always enter codes.

Mr. Medeiros noted it would be helpful for each hotel to set up a code next year, so the data was available. Mr. Lilley stated the organizers would be happy to work with individual hotels to track the bookings. Discussion continued regarding options for tracking hotel bookings.

Mr. Kusich stated his recommendation would be for individual hotels to create a package next year to assist with tracking.

CRA Planner Cija Omengebar asked Mr. Lilley if the event would be requesting the same amount for 2022. Mr. Lilley stated they would be and would get an application in soon.

V. BID Manager Update

- **Co-Op Promotional Campaign Update**

Tasha Cunningham, BID Manager, gave a brief update on the ongoing promotional campaign in partnership with Visit Lauderdale. She stated the next phase of the campaign was the Audacy videos, "Best Places to Stay." She explained the videos were almost complete and ready for review before going live, and would feature Conrad, B Ocean, Sonesta, Casablanca, Bo's Beach, and 3030 Ocean.

Continuing, Ms. Cunningham stated a post-campaign presentation with Visit Lauderdale would be scheduled for the November meeting, to include analytics and details. She noted the next step was the create the "Best Places to Dine" videos.

Ms. Cunningham shared the print ads for the Concours event and explained it would be running in Travel Host magazine and Classic Motorsports magazine, along with being distributed as a flyer to event partners. She noted a PDF copy would be sent to Board members for distribution to their networks. Ms. Cunningham shared the four (4) part e-blast scheduled to promote the ad, featuring a prominent BID logo and link to the BID website. She explained the e-blast would run four (4) times before the event.

Ms. Cunningham provided a brief update on conversations with the Audacy Beach Festival team. She stated the event was not going to offer wristband reentry as requested at the last meeting because organizers said they were unable to do the reentry logistically but added they would look at it in the future. She explained both the Matador and Audacy videos from the Visit Lauderdale would be shown on digital screens throughout the event. Continuing, Ms. Cunningham stated she and Arianne Glassman were working with City staff on putting together a sweepstakes to do ticket giveaways for the event. She said she would provide an update when the legalities were worked out.

Ms. Cunningham shared a newly refreshed BID funding application. She explained the previously cumbersome Microsoft Word document had been redesigned as a fillable PDF, streamlined with branding and a section asking applicants to purchase BID-branded promotional items to market Fort Lauderdale Beach.

Chair MacDiarmid thanked Ms. Cunningham and stated the Board should be proud of all of the improvements. She noted the Board had voted on the restaurants to be filmed for the “Best Places to Dine” videos anonymously via survey. Chair MacDiarmid said she thought it was great the videos would be shown at Tortuga.

Mr. Fleming stated that he thought BID businesses should include a basic listing on event websites sponsored by the BID.

Arianne Glassman responded that staff had just had this conversation with Audacy Beach Festival and sent an image of the 58 hotels on the My Fort Lauderdale Beach website, which includes 35 hotels within the BID zone. She stated those featured could be select hotels, those in the BID zone, or every hotel listed. She noted the website was comprehensive to the entire barrier island, not just the BID zone.

Ms. Omengebar clarified that Ms. Glassman was stating the portal for event organizers listed all 58 hotels, but the BID should be focusing on hotels within the BID area. Discussion continued regarding giving event producers a landing page for BID hotels and businesses to feature on their websites.

Ms. Glassman commented on the sweepstakes and stated there was a standard set of rules taken from the County which had been used in the past and she would send the information to Audacy if the Board approved the tickets being used in that way.

Ms. Omengebar stated she would follow up regarding the sweepstakes after the meeting.

VI. Communications to the City Commission

None.

VII. Old/New Business

Chair MacDiarmid shared comments she had heard on the beach over the Labor Day

weekend. She stated she had heard service was great at the Rock Bar. She noted she had seen more police presence than normal, and garbage pickup on the beach was very good that weekend. She asked if tents were allowed in the Las Olas Oceanside Park.

Sarah Spurlock, Nighttime Economy Manager, explained 10x10 pop-up canopies were allowed without a permit, but tents required permits.

Chair MacDiarmid stated it was her opinion the park did not look good with tents in it.

Mr. Fleming agreed with the comments regarding Labor Day weekend. He stated he saw the same things and thought it was great.

- **Lifeguard Tower Update**

Ms. Omengebar stated the Parks and Recreation Department had an agenda item going before the City Commission for approval of the lifeguard tower art, and once someone was hired and a contract was executed, it would be about six (6) weeks before the art was installed. She explained there was art planned for four (4) of the stands, and the details were included in the meeting backup materials.

- **Bus Terminal Update**

Ms. Omengebar stated she had been asked to provide an update on cleanliness in the bus terminal. She explained she had spoken with Parking Services, and they were on a six (6) week cleaning cycle, with only three (3) people working in the department. She stated the email response was included in the meeting backup materials.

Chair MacDiarmid asserted the terminal still had broken glass.

Ms. Omengebar agreed to follow up on the status of repair.

- **Food and Beverage – Member Update**

Ms. Omengebar stated the program for food and beverage service on the beach had been initiated by this committee and taken about five (5) years to get approval and be put in place. She explained only five (5) hotels were using the service, and apparently no one was making money on it after the \$1,000 per year cost. Ms. Omengebar explained the City had a contract with an app, but she did not believe anyone had used it. She noted the problem might be marketing.

Chair MacDiarmid noted a few hotel managers had met outside of the BID to discuss the issue and had reviewed a presentation. She explained they were looking at providing more hospitality service than what the app was providing. Ms. Omengebar asked Chair MacDiarmid to connect her with the contact person so she could talk to them about speaking at a future meeting.

Mr. Esteves stated he was in the meeting discussed with a group of five (5) others to discuss providing service on the beach. He asserted any nice resort is able to provide service on the beach, and an app just does not work. Mr. Esteves added that they had agreed they were not looking to provide services to anyone not on the beach.

- **Funding Requests**

Ms. Omengebar shared the Fiscal Year 2022 proposed budget for the BID. She reviewed the funding requests, and stated even with the \$200,000 transfer for marketing, the budget was \$33,297 over. She stated a budget amendment would also be necessary for administration and information technology.

Ms. Omengebar explained there was not enough available funds for all of the events, to at the next meeting the Board would need to discuss priorities and whether or not to close the event application portal.

Mr. Fleming stated he did not want to close requests, because he wanted to be open to what was out there, but some prioritization was needed.

Chair MacDiarmid agreed and added that they could review applications and not provide the full amount requested. She stated they could always fund 30 percent of a request if they thought an event was valuable. She noted they did not have to continue to sponsor the same events over and over just because they had in the past.

- **October Meeting Agenda Item Recommendations**
 - **Las Olas Marina Project MOT Presentation**
 - **CIP Update – South Beach Parking Lot Infrastructure**

Ms. Omengebar shared items planned for the October agenda. She stated the marina project was not finalized yet, but once it was, there would be a presentation.

Mr. Fleming asked about replacement of the grass in the park

Ms. Omengebar stated she would seek out an update on the grass and would reach out regarding the beach food service. She noted she would also bring forward a discussion regarding prioritizing event funding.

VIII. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:28 p.m. The next Regular Meeting of the BID is scheduled for October 11, 2021, at 3:30 p.m.

[Minutes prepared by C. Parkinson, Prototype, Inc.]

Attachments:

Fort Lauderdale Air Show Post-Event PowerPoint presentation
BID Manager Update PowerPoint presentation